It's a nice idea, guys, but unless you create a designated area in which cell phone users may speak, you're going to end up with a lot of people talking on their cell phones in close proximity to people who are (a) trying to work, (b) trying to read, (c) trying to watch an in-flight movie, or (d) some mixture of these. An added issue is the elevated ambient noise on aircraft, which will force cell phone users to speak quite loudly to be understood.

Cheers!